

## INTERACTIVE MARKETING AND ADVERTISING SYSTEM AND METHOD

### ABSTRACT

An information delivery system is adapted to selectively deliver information to a viewer across a bi-directional, digital communications link. The information delivery system delivers, as its primary content, video commercials and infomercials of various lengths to an Internet device. Each commercial presented to the viewer may be "packaged" with any one of a number of promotional activities, data gathering activities or programs as selected by the advertiser. Each time a viewer watches a commercial and complies with other advertiser directed activities the viewer may be rewarded immediately with prizes and/or with one or more points that are accumulated in the viewer's account. The data from the viewers' profiles and responses are compiled to provide real-time information relating to the effectiveness of the commercial. The profile data may also be used for statistical tracking of consumer patterns and trends.